

# The Food & Beverage Colorants Market in Asia-Pacific is expected to reach \$539.9 million by 2019

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**“The North American lecithin market is projected to grow at a CAGR of 4.8% from 2014 to 2019.”**

The Asia-Pacific Food & Beverage Colorants Market is expected to grow from \$405.9 million in 2013 to \$539.9 million by 2019, at a CAGR of 4.8% from 2014 to 2019.

Key players in The Food & Beverage Colorants Market in Asia-Pacific include FMC Corporation (Us), Chr. Hansen (Denmark), Naturex SA (France), and Sensient Technologies Corporation (US)

In Asia-Pacific, the food & beverages colorants market in India is expected to grow at the fastest CAGR during the forecast period of 2014 to 2019.

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The market demand for food products is mainly driven by the increasing population and the rising disposable incomes, resulting from economic development in the region.

Due to the harmful effects of synthetic food colorants, their consumption is gradually coming down in India. However, due to the relatively higher costs of natural colorants, the shift from synthetic colorants is projected to occur over a long period of time. Presently, there is a rampant use of unpermitted colorants and the misuse of permitted colors taking place in the Indian food processing industry.

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In 2014, the Asia-Pacific market was dominated by a large number of small producers and distributors of F&B colorants. Chr. Hansen (Denmark) is one of the fastest-emerging players in the Asia-Pacific food & beverages colorants market. The FMC Corporation (U.S.) is leading the Asia-Pacific market with share of 16.7%, as of 2014.

FMC Corporation operates through three business segments, namely agricultural products, specialty chemicals, and industrial chemicals; and their natural colorants are used in food applications such as bakery products, beverages, canned fruits, cereals & snacks, confectionery, dairy, dry mixes, fats & oils, ice creams, frozen desserts, meat products, pasta, sauces, pet foods, along with dressings and sea foods.

Among the application segments, the frozen meat products segment is projected to be largest market shareholder of the Asia-Pacific colorants market in the coming years.

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The Asia-Pacific market is driven by the rising disposable incomes of the population, especially in India and China. The rising demand from Australia and New Zealand is also projected to drive the growth of the Asia-Pacific colorants market during the forecast period of 2014 to 2019.

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